

Continued investment in real-world testing of our innovations is needed now to save \$5 billion while maintaining quality.

## WHY THESE NEXT FEW YEARS ARE CRITICAL

The 2020 Census will be unlike any other in our nation's history.

We must test every aspect of this complicated program.

Simple on its face, the census requires years of careful planning.

By 2018 we must complete all tests and "lock in" our plans.

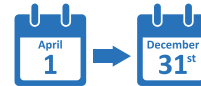
## 2020 Census



**330+**  
million  
people



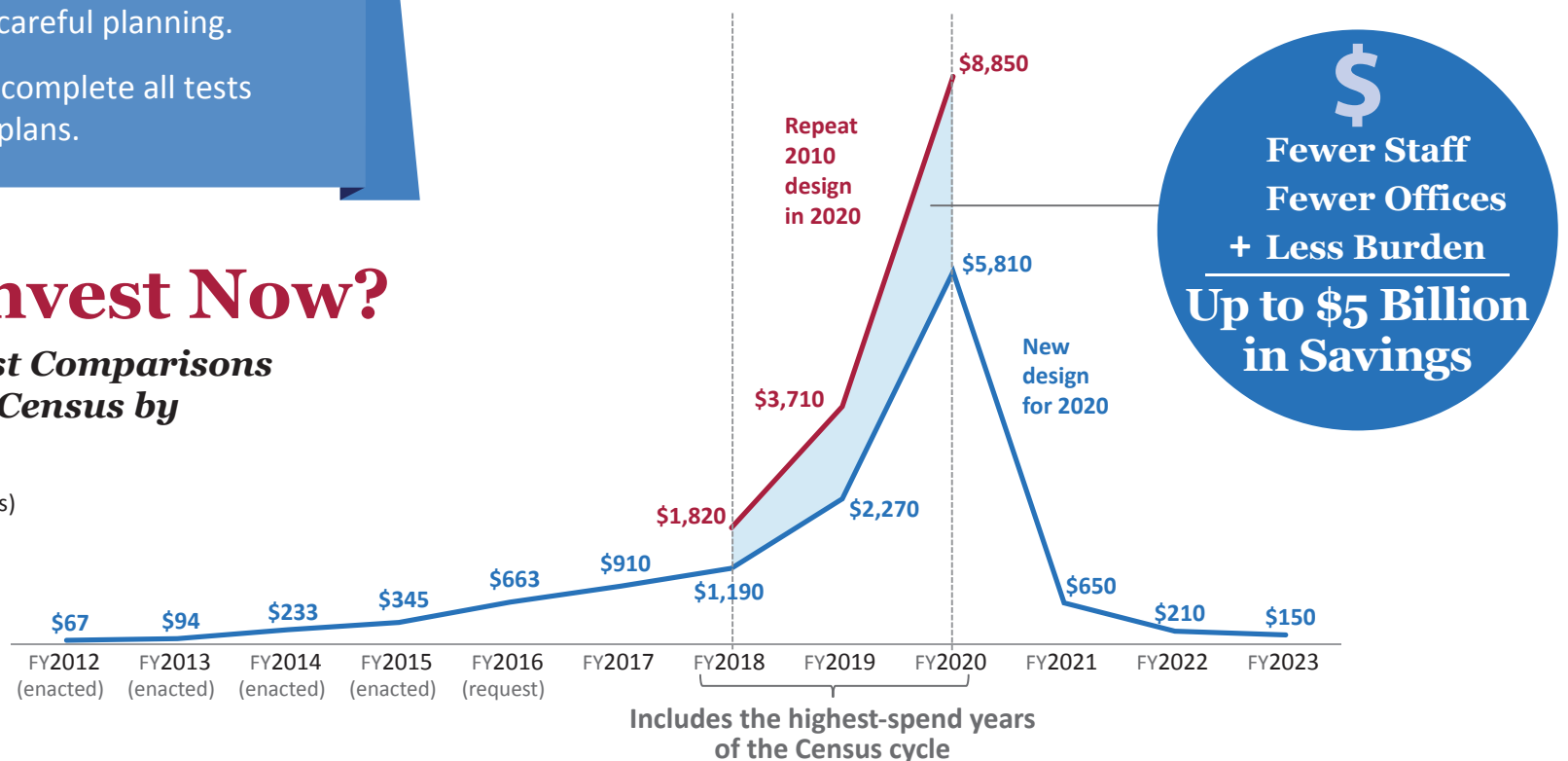
**120+**  
million  
households



**less than  
9 months**  
to count every person,  
tabulate data, and produce  
the results



**1 chance**  
to succeed



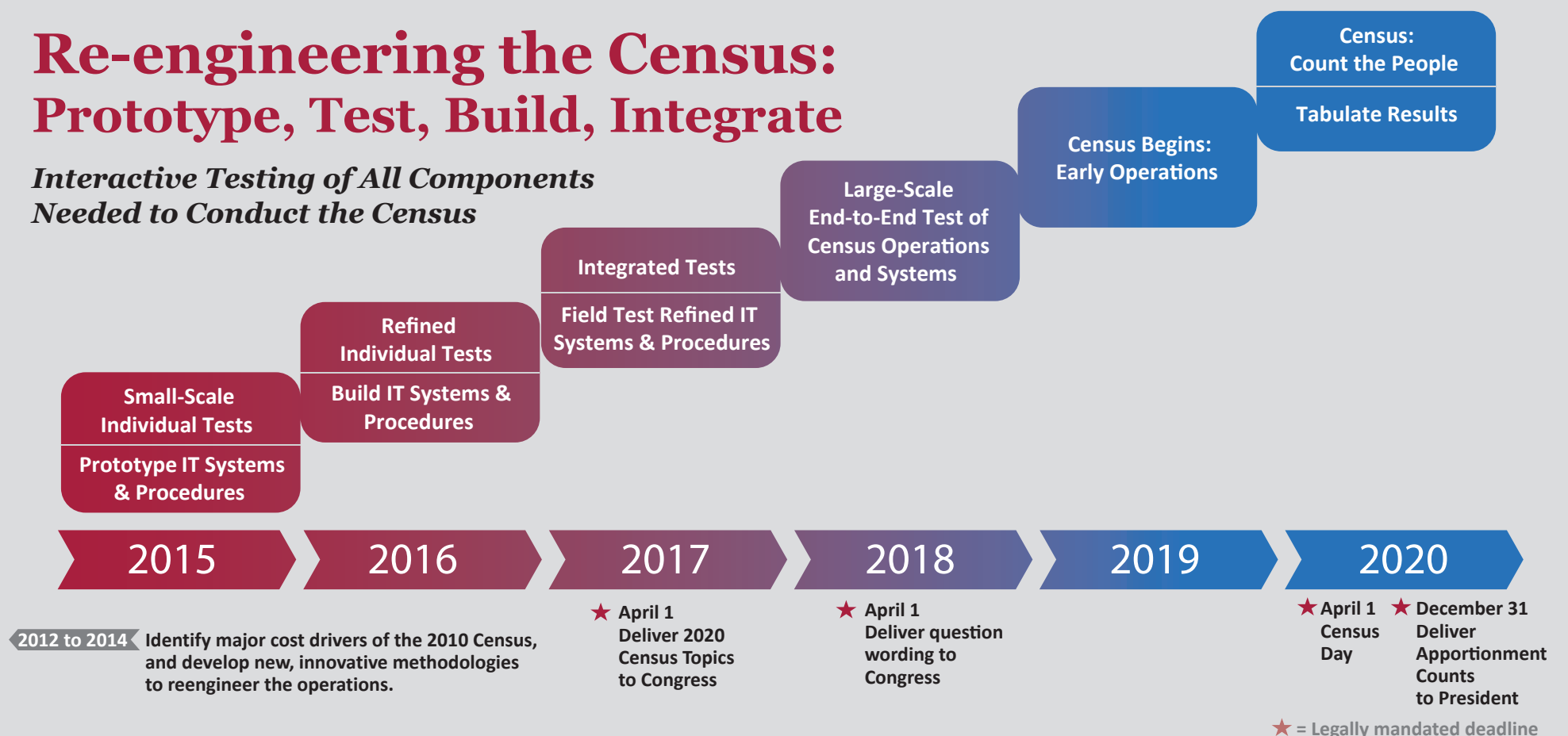
## Why Invest Now?

### Potential Cost Comparisons for the 2020 Census by Fiscal Year

Potential Costs (Millions)

## Re-engineering the Census: Prototype, Test, Build, Integrate

*Interactive Testing of All Components  
Needed to Conduct the Census*



### Cost Saving Innovations We're Developing

#### Better Address Validation

**Validate the Address List** using the U.S. Postal Service, aerial imagery and other sources, rather than walking every street in the nation.

#### Better Use of Existing Information

**Use Existing Government and Commercial Records** to reduce respondent burden.

#### Better Response Options

**Make Responding to the Census More Convenient** by offering secure online, phone and mail options.

#### Better Field Operations

**Use Technology** to better manage and track field cases.  
**Use GPS-Enabled Technology** to efficiently route and manage field staff.  
**Use Smart Phones and Tablets** for follow-up rather than pen and paper.